



News for our Mississippi Customers

Entergy Mississippi Prepares for Difficult Storm Season

Hurricane season could be strongest ever, warn top meteorologists

Entergy Mississippi, Inc. is ready for the 2010 hurricane season.

"The National Oceanic and Atmospheric Administration is predicting one of the strongest hurricane seasons on record," said Rick Riley, director of transmission and distribution operations for Entergy Mississippi, Inc. "They're forecasting as many as 23 named storms with three to seven major hurricanes."

"But we'll be ready, because preparing for hurricane season is an ongoing process for Entergy," he continued. "Our employees know that being storm-ready is key to a safe and quick restoration."

Company officials and Entergy's award-winning linemen recently demonstrated

how the company prepares for storm season and showed what it takes to restore power after a major hurricane.

"Replacing a single damaged pole, cross arm or transmission line is difficult, dangerous, and time-consuming," said Robbin Jeter, manager of distribution for Entergy Mississippi, Inc. "When you multiply that by 10,000 poles, cross arms or transmission line segments all at once, you begin to understand how challenging it is to accomplish restoration safely and within a reasonable time for our customers."

Entergy is the only utility in the nation to win the top awards from the Edison Electric

"...we'll be ready, because preparing for hurricane season is an ongoing process for Entergy."

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Grand Gulf Nuclear Station Celebrates 25 Years of Powering Mississippi

Plant continues longstanding record of safe, reliable and virtually emission-free generation

In 1985, Ronald Reagan took the oath of office for his second term and "New Coke" was introduced and quickly rejected by consumers. On July 1 of that same year, Entergy also made history with the opening of Grand Gulf Nuclear Station, marking a new era of safe, reliable, affordable and virtually

emission-free electricity production for the people of Mississippi.

"Power from Grand Gulf plays a crucial role in filling Mississippi's energy needs, and of course, the energy we generate domestically lessens our dependence on foreign energy sources," said Mississippi

Governor Haley Barbour. "As a major industrial site, Grand Gulf also serves as an economic driver for the state contributing significant tax dollars, stabilizing utility costs and helping attract other industries.

Grand Gulf provides approximately 700 jobs

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Grand Gulf Nuclear Station



Mississippi Groups Receive Grants from Entergy Charitable Foundation

Expansion of Teach For America initiative included in first cycle of grants for 2010

Education efforts in many of Mississippi's poorest counties are getting a boost, thanks to a \$50,000 grant from the Entergy Charitable Foundation.

The money will be used to help establish a Teach for America Training institute at Delta State University in Cleveland. In turn, the institute will increase the number of qualified teachers in the Delta region.

The grant is the first installment of a \$200,000 total commitment to Teach for America.

Grants benefiting Hinds Community College and the Public Education Forum of Mississippi were also included in the first cycle of grant announcements this year from the Entergy Charitable Foundation. The awards total \$56,660 in Mississippi.

"We make a point to support organizations that work to... channel educational resources where they're needed most."

"These grants emphasize Entergy's continued focus on improving education as a strategy to strengthen communities and help build a better future for Mississippi," said Haley Fisackerly, president and chief executive officer of Entergy Mississippi, Inc. "We make a point to support organizations that work to help Mississippi's children reach their fullest potential and channel educational resources where they're needed most."

"...Storm Season" CONTINUED

Institute for emergency response or emergency assistance 11 years in a row.

Entergy is taking action for the 2010 hurricane season by protecting the system from a potential hurricane. The company:

- Performed detailed hurricane drills to test all functions of the company's emergency-response teams,
- Is performing tree trimming on 3,300 line miles regionally to reduce storm-induced power outages and to protect vital equipment,
- Uses infrared technology to evaluate priority customer facilities such as hospitals and police stations,
- Inspected 200 feeders, nearly 1,000 capacitors and more than 2,000 reclosers,
- Will educate 435,000 customers throughout Mississippi with July bill inserts about hurricane preparedness and
- Renewed and strengthened mutual assistance agreements, contractor alliances and partnerships with key governmental agencies.

"We prepare for the worst and hope nothing happens," said Riley. "Responding to a hurricane, tornadoes or an ice storm is critical to our customers, and we work very hard to be the best."

Entergy crews work to restore power after Hurricane Gustav hits Mississippi



Entergy also announced several new services aimed at keeping customers informed, particularly in times of storm-related outages. The company has unveiled a new website, entergystormcenter.com,

which offers breaking news in times of major storms, post-storm electrical safety tips, updates by area and photos and videos.

Also, customers can sign up for *My Account Anywhere* on the company's website at entergy-mississippi.com, to send and receive outage-related text messages.

Customers can also receive breaking news and outage updates by following Entergy Mississippi on Twitter at EntergyMediaMS.

"Grand Gulf..." CONTINUED

in the community, has a payroll of about \$70 million and pays \$29 million in taxes each year. The plant is known worldwide for its commitment to safe operations, industry-leading performance records and a legacy of community leadership.

"For 25 years, the employees of Grand Gulf have carried through on a promise to operate the plant in a safe and responsible manner," said Randy Douet, vice president of operations at Grand Gulf. "We greatly value the trust of the public and our place in the community."

"Power from Grand Gulf plays a crucial role in filling Mississippi's energy needs..."

Benefits of Grand Gulf also include saving Entergy Mississippi, Inc.'s 435,000 customers hundreds of thousands of dollars a day compared to electricity produced using other fuels like natural gas.

"Having Grand Gulf as part of the energy mix in Mississippi has had an overwhelmingly positive impact for the economy and the environment," said Haley Fisackerly, president and chief executive officer of Entergy Mississippi, Inc. "Over the years, Grand Gulf has helped keep customer

rates stable and acted as a buffer against the unpredictable prices of natural gas.

"In addition, Grand Gulf's clean-air generation helps protect Mississippi's valuable natural resources." Plans for an upgrade that will increase the plant's production capacity will be completed by 2012 and make Grand Gulf Nuclear Station the largest single-unit producer of nuclear power in the world. "Support from the state and community paired with Entergy's high standards of excellence have kept Grand Gulf operating safely and successfully for 25 years," Douet said. "Those are the same qualities that will continue fueling Grand Gulf well into the future."

Click the links below to view a special four-part video series hosted by Bill Ellison and produced for Grand Gulf's silver jubilee.



- http://entergy-mississippi.com/video/GG_2010_economic_development.aspx
- http://entergy-mississippi.com/video/GG_2010_Safety_Environment.aspx
- http://entergy-mississippi.com/video/GG_2010_Upgrade.aspx
- http://entergy-mississippi.com/video/GG_2010_History.aspx



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